

What is Claimed is:

1. A method for generating an interactive voice broadcast comprising:
 - accessing a markup language document, the markup language document operative to control an interactive voice broadcast with a particular intended recipient;
 - establishing a communication channel with the intended recipient of the interactive voice broadcast;
 - accessing text to be delivered to the intended recipient over the communication channel from the markup language document;
 - 10 generating speech from the accessed text; and,
 - delivering the generated speech to the intended recipient over the communication channel.
2. The method of claim 1 further comprising determining whether the communication channel is established with a person or device.
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3. The method of claim 2 further comprising terminating the communication channel after delivering the generated speech when the communication channel is established with a device.

4. The method of claim 2 further comprising receiving responses from the intended recipient after delivering the generated speech when the communication channel is established with a person.

5 5. The method of claim 1 wherein the markup language document comprises a TML document.

6. The method of claim 1 further comprising accessing command information from the markup language document.

10 7. The method of claim 6 wherein the command information comprises information about a type of input to expect from the intended recipient.

8. The method of claim 1 further comprising validating the markup language
15 document.

9. A method of establishing an interactive voice broadcast with a particular intended recipient comprising;

establishing a communication channel with the intended recipient;

20 accessing text for the intended recipient from the control document;

generating speech from the accessed text; and,

delivering the generated speech to the intended recipient.

10. The method of claim 9 further comprising receiving responses from the intended recipient.

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11. The method of claim 10 further comprising accessing additional text from the control document based on the responses received from the intended recipient.

12. The method of claim 9 wherein the control document comprises a markup language document.

13. The method of claim 9 further comprising determining whether the communication channel is established with a person or device.

15. The method of claim 13 further comprising terminating the communication channel after delivering the generated speech when the communication channel is established with a device.

15. The method of claim 13 further comprising receiving responses from the intended recipient after delivering the generated speech when the communication channel is established with a person.

16. The method of claim 9 further comprising accessing command information from the control document.

5 17. The method of claim 16 wherein the command information comprises information about a type of input to expect from the intended recipient.

18. The method of claim 9 further comprising validating the control document.

10 19. A system for establishing an interactive voice broadcast with a particular intended recipient comprising;
a control document that facilitates control of the interactive voice broadcast with the intended recipient;
15 a communication channel between a voice service system and the intended recipient;
a parsing engine for accessing text for the intended recipient from the control document; and,
a text to speech engine for generating speech from the text for delivery to the
20 intended recipient.

20. The system of claim 19 further comprising a response collection module for storing responses received from the intended recipient.

21. The system of claim 20 wherein the parsing engine accesses additional text from the control document based on the responses received from the intended recipient.

22. The system of claim 19 wherein the control document comprises a markup language document.

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23. The system of claim 19 further comprising a module for determining whether the communication channel is established with a person or device.

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24. The system of claim 19 wherein the parsing engine accesses command information from the control document.

25. The system of claim 24 wherein the command information comprises information about a type of input to expect from the intended recipient.

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26. The system of claim 19 wherein the parsing engine is operative to validate the control document.